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# STEDMAN TILE OF REINFORCED RUBBER

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**STEDMAN PRODUCTS COMPANY  
SOUTH BRAINTREE  
MASSACHUSETTS**







# STEDMAN TILE

THE ORIGINAL REINFORCED  
RUBBER FLOOR



STEDMAN PRODUCTS COMPANY  
SOUTH BRAINTREE - MASSACHUSETTS





### Colonial Room, Detroit Institute of Arts

Simplicity of line and color in walls and ceiling of this period room is complemented by a mosaic floor and inlay, both of reinforced rubber. Napoleon Grey, Black Gold, and Cream were the colors chosen by Paul Phillippe Gret, Architect: Zantzinger, Borie & Medary, associated.



## *Down through the Ages to* **THE MODERN FLOOR**

**S**TEDMAN TILE and the Modern Floor are synonymous. The modern floor has evolved to its present stage because present day culture demands the best that money, science, and imagination can provide; and refuses to accept the merely ornamental, or cheaply practical.

Modes of living, furniture, materials at hand, and geography have influenced the structure and appearance of flooring down through the ages.

From Egyptian rush covered floors of beaten earth to stone slabs covered with rugs—from early Greek Mosaic floors of geometric design to the complicated Graeco-Roman tiles—from Roman floors of large marble blocks of rare beauty to the intricate and delicate traceries found in the work of the Mohammedans—the changes are logical. Yet perhaps the results reflect the habits and temperament of the peoples rather than scientific progress.

Encaustic tile of colored earth and clay pressed into simple molds came next, followed by enamelled tiles in the 13th and 14th centuries. The 15th and 16th centuries saw marble used freely again, while rugs were sparingly used. Large, simple designs of squares, octagons, and diamonds furnished the chief motifs.

Throughout the 18th century and the Napoleonic Era came the return of ornamental and elaborately designed floors. Ostentatious inlays of arms, trophies and imperial insignia were considered fashionable by the nobility. Wood floors of

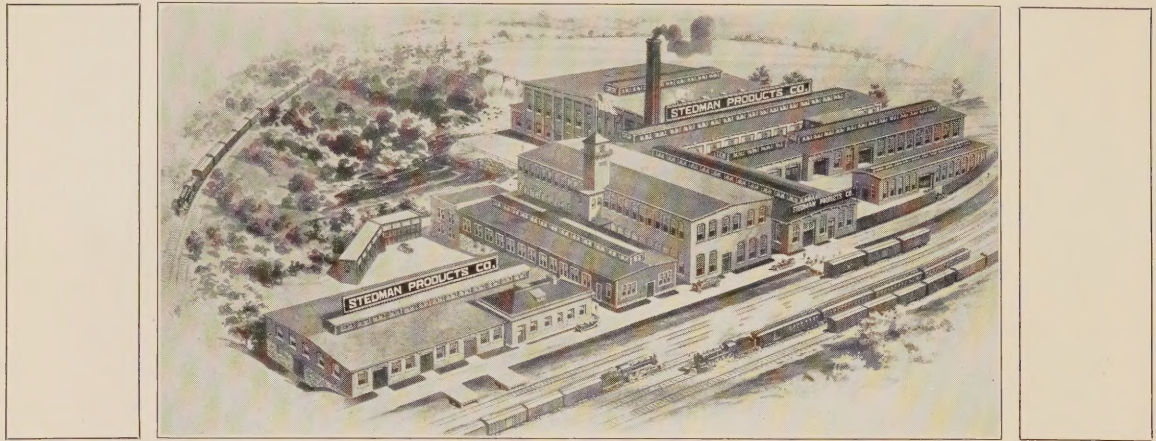
parquetry and plain Oak and Maple floors covered with rugs and carpets were a natural development of this period.

Next, Science in the Age of Invention with its inevitable fulfillment of the demand for comfort and efficiency, developed the non-rigid floor. Progress was rapid at this time and the introduction of painted cloth, oil-cloth, linoleum, cork, stencilled linoleum and the wear-resisting interlocking rubber tiles, followed closely one upon the other until finally in 1919 came the Stedman Floor of Reinforced Rubber.

### THE MODERN FLOOR

**P**RESENT day culture has discovered *color* and inspired the beginning of an architectural Renaissance. The exterior of modern business and home structures exemplify this new creative inspiration. Paralleling the exterior development of modern architecture is the progress of Science as applied to the interior of present day buildings. Hitherto unknown agencies for comfort and efficiency have been introduced and among these the Stedman Floor ranks with the greatest of modern interior improvements. It has the good points of all ages molded into one superlative product of beautiful, silent and long-wearing attributes. The Stedman Floor of Reinforced Rubber, after 10 years of proven worth, is not an experiment or innovation; it is an established standard by which other floors may be judged.





## ORGANIZATION back of Stedman Fibre Reinforced Rubber Tile

**A**FTER ALL it is specialization which insures quality. The Stedman Products Company is devoted to the manufacture of fibre reinforced rubber tile and to its installation. The methods employed permit no deviation from a superfine standard of quality which must characterize each Stedman Tile . . . and Installation.

*Counsel.* The first step, in which our representatives are equipped to assist is the selection of color, types and designs in accord with traffic conditions, lighting and environment.

*Design.* The second step, in which our Planning Department prepares each detail of the installation, applying the designs to the areas specified. Nothing is left to chance. We have been most helpful in producing hundreds of important floors of attractive design, including elaborate inlay work that is distinctly individual. We are always glad to design for your approval special patterns for any floor area.

*Manufacture.* In the Manufacturing Division the heads of departments as well as operators are skilled artisans in a very true sense of the word. Many of these men have been with the company since the early pioneering days. They have assisted in developing the special machinery and processes needed to manufacture the unique

material from which Stedman Tiles are cut.

Uniform structure and great beauty are fundamental; but there must also be uniformity in tile thicknesses, corners exactly square, edges true, dimensions accurate, and a surface without flaw. These things require knowledge and care.

*Installation.* The skilled workmanship that characterizes the Stedman organization does not stop with the production of the flooring. The Laying Department takes up the task and continues it with an ability and initiative born of experience. Often in the course of its work, unforeseen variations occur in the building structure that require special adjustments in order to conform as closely as possible to the original layout. This type of work calls for responsible and expert effort by this department so that a typical Stedman installation will result. The sub floor must be carefully prepared, border strips must fit closely to wall and threshold, every joint and juncture must be level and snug and the floor must be polished, ready for use. Thus all these things become matters of Stedman service, which is another way of saying . . . satisfaction.

When you contract with the Stedman Products Company you engage the service of experts in every department from the inception of the idea to the finished installation.



# INVISIBLE FIBRE REINFORCEMENT

## —the Secret back of Lasting Wear and Permanence

IT is a matter of common knowledge that the natural resilience of rubber and its general adaptability for floor purposes had not been fully realized until the advent of the Stedman Product. The widespread success of the modern rubber floor dates from the discovery of the principle of integral (cotton fibre) reinforcement. In this process, new cotton fibres—short filaments almost invisible to the eye—are introduced into the rubber compound which surrounds and impregnates it, forming a reinforced mass that later under a tremendous vulcanizing pressure becomes a homogeneous whole.

The proportion of rubber, pigment and fibre is scientifically gauged to give to the floor structure that balance which makes it resilient yet wear-resisting, smooth yet non-slipping, practical yet beautiful. Technically it is demonstrable that the fibre reinforcement of the Stedman process yields the highest results in tensile strength, ultimate elongation and resist-

ance to abrasion, indentation, and penetration. In every-day language it means that wear and permanence in a floor is after all *a matter of structure*.

That is why the Stedman Floor has become so well regarded. That is why

it does not warp or curl, but gives lasting wear with beauty, comfort and economy. That is why it meets the exacting requirements of the department store for upkeep and non-slipping; of the hospital, church and school for beauty, quietness and comfort; of the office building for wear and economy; and finally of the modern home where all of these qualities are needed to keep pace with the conveniences and mechanical work-savers contributed by Science.

There is always a natural satisfaction in knowing that the high reputation of the article which you purchase is of itself a virtual guarantee of its worth. *When you buy a Stedman Floor you buy the product of an organization specifically trained in its manufacture and installation.*





# COLOR

## As Expressed in Floors

**A**FTER the best advice and clearest evidence have determined the choice of the floor material there remains the important problem of color and design selection. They are most important. Color appeals to the emotions and design reflects individuality. Together, in a floor, they are one of the dominating factors of the room. Here again the same invisible cotton fibre reinforcement of the Stedman Tile retards the color interflow which makes possible a natural beauty and creates realistic marblelike effects. It is the retardation of the color interflow which produces the definite veinings and striations whose clear-cut effects are characteristic of the Stedman Tile, making its beauty and gracefulness of color and texture very satisfying to the eye.

There is no substitute for these qualities of striation and color blending. Imitating products cannot have the depth of color to match the beauty of Stedman. It has been said that you sense in Stedman Tile as in no other a three dimension value, an apparently unlimited depth of color veinings intermingling throughout the entire material, yet preserving individual form and value.

The colorings are permanent in the tile, running throughout its full thickness, and abrasion or traffic wear only enhances their beauty. It is the uncommon effect of a perfect blending plus the preservation of definite traceries of color which explain the well-known appeal of Stedman Tile.

Supporting this refinement of colorings is an available choice of more than thirty different color types whose appeal is both specific and general, as from its wide range of colors, sizes and designs any decorative scheme or motif may be completed. Marble and Paisley effects together with plain colors are available; inlays and irregular shapes which interpret the modernistic trend are produced. The different notes of cheerfulness, gaiety, impressiveness and dignity may be struck; harmonious effects and contrasts in pleasing and decorative combinations are available to inspire that floor selection which will best meet the requirements of color and design.

**T**HE sixteen panels in full color shown on the pages following represent but a few of the many impressive effects obtainable with Stedman Reinforced Rubber Tile. We produce other colors not shown here, and of course many other designs. It is not possible to picture the entire range, but our various offices are prepared to supplement these printed descriptions with an impressive display of samples and a personal analysis of your requirements.

### COLOR TYPES

Identification of color types, shown in Design No. 5 on opposite page, may be made from the following list. The base or predominating color is the first named, the veining colors following.

#### *Top Row (left to right).*

- 1 Black Paisley: Black, Cream and Red.
- 2 O-S: Cream and Black.
- 3 Walnut Paisley: Walnut, White and Gold.
- 4 Grey Walnut Gold: Grey, Walnut and Gold.
- 5 Brown Green Paisley: Brown, Green and Black.

#### *Second Row (left to right).*

- 1 Pink Tennessee: Pink, Brown and White.
- 2 Red Black: Red and Black.
- 3 Plain Grey.
- 4 Black Gold Paisley: Black, Gold and Red.
- 5 Sea Green White: Sea Green and White.

#### *Third Row (left to right).*

- 1 Plain Black.
- 2 Gold Black: Gold and Black.
- 3 Black Green: Black and Green.
- 4 Red Gold Paisley: Dark Red, Black and Gold.
- 5 O-S Red: Cream, Black and Red.

#### *Fourth Row (left to right).*

- 1 Grey Paisley: Grey, Black and White.
- 2 Black Gold: Black and Gold.
- 3 Buff Walnut: Buff and Walnut.
- 4 Black Red: Black and Red.
- 5 Napoleon Grey: Buff-Grey, Black, White and Pink.

#### *Fifth Row (left to right).*

- 1 Buff Black: Buff and Black.
- 2 Plain Red-Dark.
- 3 Slate Red Paisley: Slate, Cream and Red.
- 4 Brown Black: Brown and Black.
- 5 Grey Green Paisley: Grey, Green, Black and White.

#### *Sixth Row (left to right).*

- 1 Verde Antique: Black, White and Green.
- 2 White Black: White and Black.
- 3 Special Red Gold Paisley: Special Red, Black and Gold.
- 4 Black White: Black and White.
- 5 Brown Gold Paisley: Brown, Gold and Black.





Design No. 27. An achievement in the ordinarily commonplace diagonal pattern. Predominating color type is Brown Green Paisley; darker squares are Black Green; the narrow border is Buff Black.



Design No. 19 Random Pattern. Random in its use of tile, shapes and sizes, and in disposition of color and grain. There are limitless possibilities for variety with this material.

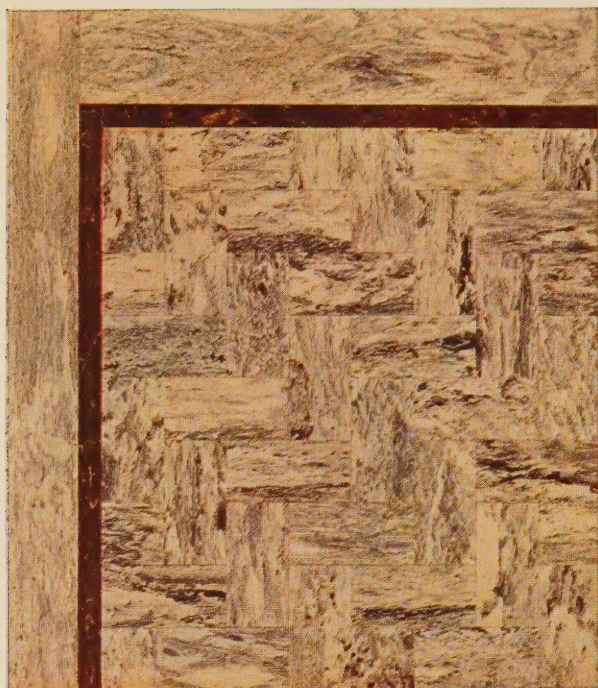


Design No. 5 Random Colors. A conventional square pattern becomes modernistic. Here is gayety, daring and cheer. Color types used in the squares are indicated on the preceding page.

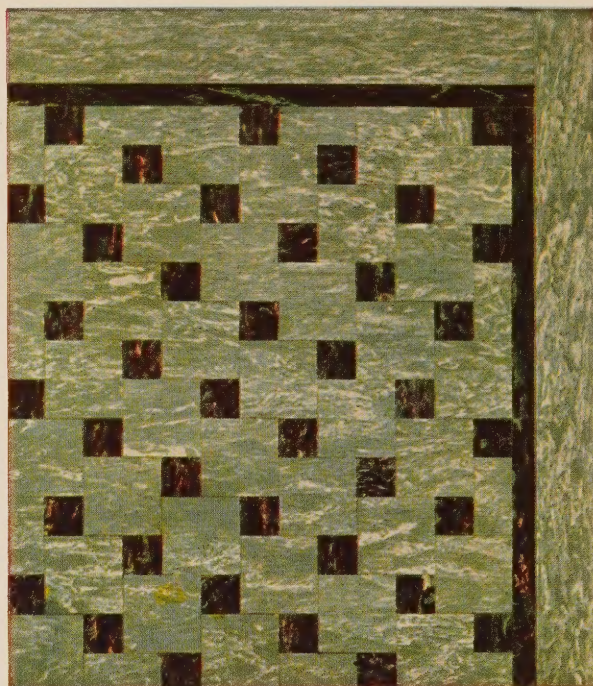


Design No. 18 With Special Border. Squares in effect, but with a grain pattern of unusual interest obtained by using rectangles in the lighter material, Red Black. The other type is Black Gold.





**Design No. 9.** The Log Cabin; an arrangement of rectangular Buff Black Tile whose appeal is enhanced by the narrow inner border of Black Gold.



**Design No. 13.** Large squares of Sea Green White offset with small squares of Verde Antique form a singularly attractive pattern. The reversal of these colors is effective, too.

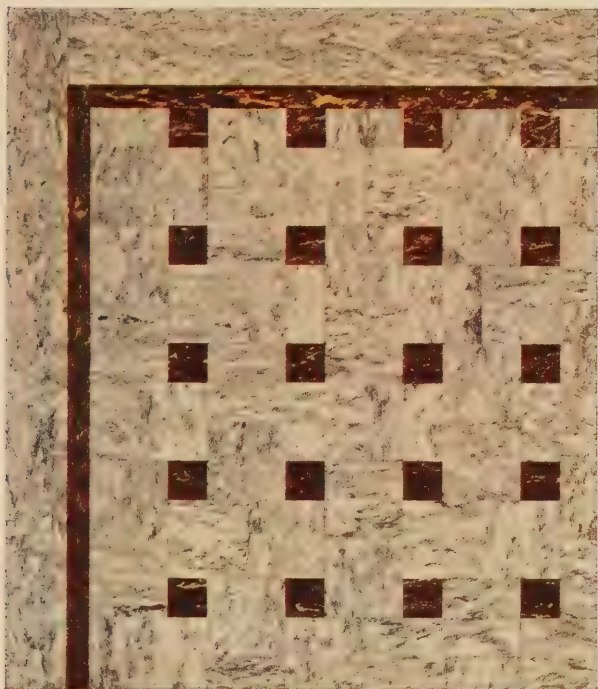


**Design No. 15.** Black Green octagons and Napoleon Grey spots create this impressive design which individualizes any interior.



**Design No. 32.** Bold or restrained effects are alike possible in this design of squares. Here Buff Walnut contrasts agreeably with Brown Black.





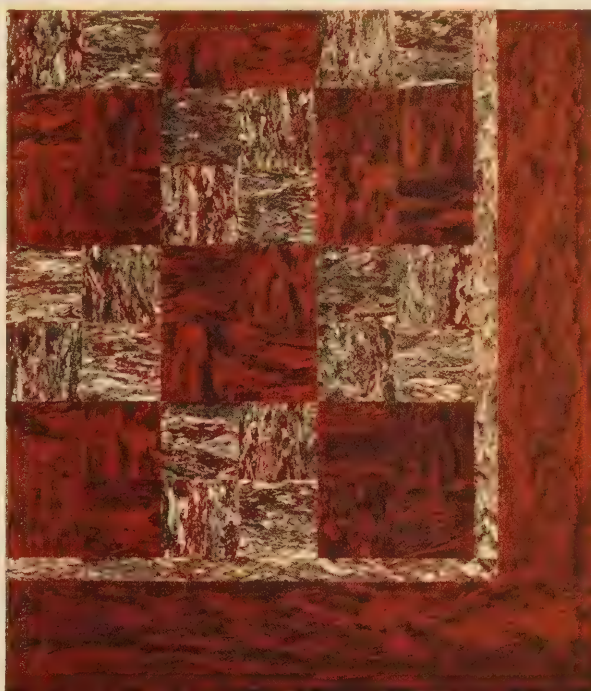
**Design No. 23.** Squares of two sizes form a cheerful basket weave pattern adapted for dark rooms or where traffic is not heavy. White Black Tile for the field; the darker color is Black White.



**Design No. 27.** Squares laid diagonally, with pattern worked out in color and grain. Outer border and darker squares of Walnut Paisley; the remaining squares are Buff Black.



**Special Design.** Notice the unusual graining obtained by using Black Gold Paisley triangles to form the larger squares. The other color is Brown Gold Paisley.



**Design No. 5A.** Squares parallel the borders, and pattern and variety are obtained through arrangement of color and direction of grain. Slate Red Paisley and Brown Black are always harmonious.





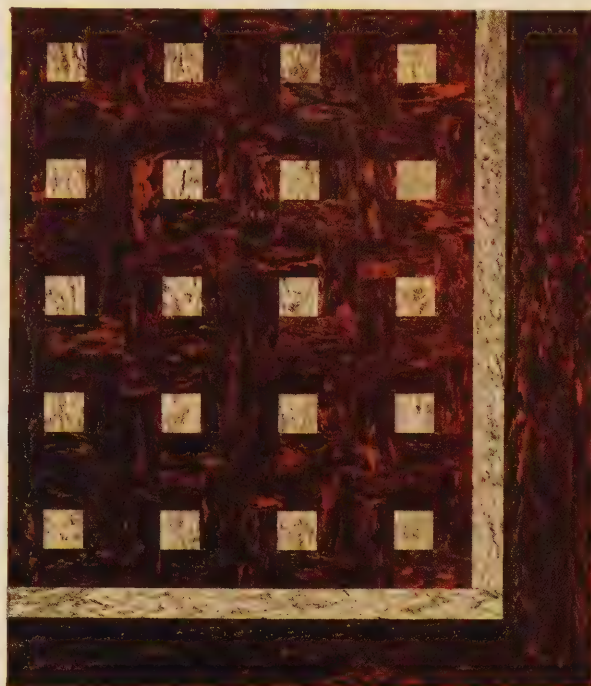
**Design No. 29.** A novel three color treatment employing squares of Pink Tennessee and Black Gold with rectangles of Red Gold Paisley Special.



**Design No. 1.** The traditional checkerboard made warm and colorful with squares of Red Gold Paisley and Black Gold Paisley. An acceptable design for almost any type of interior.



**Design No. 25.** Suitable for small or large areas, a dining room, or a bank lobby. Red Gold Paisley and Black Gold Paisley complete a harmonious ensemble.



**Design No. 11A.** The color choices in this instance are rectangles of Black Red surrounding a square of O—S Red. The variety of color combinations for this design is unlimited.



## STEDMAN • FIBRE • REINFORCED • RUBBER • TILE



### **St. Francis Hospital, La Crosse, Wis.**

The warmth and cheer of color in the floors of this modern institution make it a house of refuge and hospitality. Corridors and Private Rooms, in all a total of forty-seven thousand square feet of comfort, quiet and economy, have no floor problems.

### **General Offices, State Street Trust Co., Boston**

O-S Red Type in large rectangles with Cream inner liners confirm the expression of strength and stability achieved by the massive beams, columns and wide paneling. Desks do not permanently dent the Stedman Floor.

The same qualities which eliminate floor noise and fatigue in hospital corridors and business offices are now inducing the use of Stedman Reinforced Rubber Tile in the residence. Lasting resilience, definite colors and practical economy make this a logical floor for every room in the home.





## THE INSTALLATION

### A Page of Condensed Technical Information

**P**ROPER installation is all important. Unless correctly laid, even the carefully fabricated Stedman Tile fails. Care and precision cannot be minimized when they are concerned with the placement of a material which must serve as a floor for a long period of time. For that reason Stedman Tiles are installed by our own laying organization, under directions formulated by us from many years of practical knowledge and experience. You can always recognize a Stedman Floor by these features: character and beauty of the tile and precision in installation workmanship.

**Architects' Specifications.** In spaces so indicated furnish and apply Stedman Fibre Reinforced Rubber Tile as manufactured by the Stedman Products Company, South Braintree, Mass.; to be laid by manufacturer in accordance with his directions throughout using cement supplied by him for beds and joints. (Allowance to finished floor level to be equal to the thickness of rubber tile.)

NOTE: Spaces below grade or basement and areas resting directly on ground are not to be covered with Stedman Tile. Hotel, hospital or restaurant kitchens, spaces behind lunch counters or soda fountains, areas where a great amount of spillage of liquids, oil or grease are common, should not be covered with Stedman Tile.

**The Sub-Floor.** Stedman Reinforced Rubber Tile may be laid over wood or concrete floors provided they are smooth, level and dry. Wood sub-floors should not be less than  $\frac{3}{4}$ " kiln dried hardwood flooring not more than 3" wide driven up tight, blind nailed and surface nailed. Concrete floors should have a finished surface not less than  $1\frac{1}{2}$ " thick composed of a one-to-three mixture of cement and clean screened sand. New concrete must be completed at least two weeks before Stedman Tile is laid and must be absolutely dry, remaining so. Concrete which has been frozen, or has a choppy or crumbly surface, cannot be utilized.

**Warranty.** (Standard form adopted by the Rubber Association of America): "The life and satisfactory service secured from the rubber tile floors being dependent upon their usage and care, no definite time warranty can be given, but we warrant the tiling against defective material or workmanship provided our recommended cleaning agents and methods are used. We do not assume responsibility for defects due to defective sub-floors or other surfaces provided by you, or for defects arising from dampness in the sub-floor or under-parts of the building."

**NOTE:** As we install our own material, we also warrant the installation under the above conditions.

**Stedman Wainscot and Base.** Practical and decorative wainscot  $\frac{3}{16}$ " thickness is applied in tile or sheet form to trowel finished cement,  $\frac{3}{4}$ " hard plaster, securely nailed compo board, also to kiln dried matched boards not more than 3" wide, blind and surface nailed. Wood pulp boards should not be used. Cove Bases in various heights and radii in colors to conform with floor or wainscot may be set even and straight flush with floor and finished wall surface. Wall backing for the Cove Base should be a true 90° angle with the floor. Furring strips should be placed at least  $\frac{1}{4}$ " below top of Cove Base.

In addition to stair treads and thresholds of reinforced rubber there are other useful and harmonious effects obtained by its use in panelings, inlays (of animals, emblems, etc.) and surface covering of tables, desks and shelves. We will gladly send you a special booklet on these uses.

**Care.** Like any other good quality product, a good floor requires only reasonable care to insure its giving good value in return. By the same token it is necessary to guard against its natural enemies, such as alcohol, gasoline, floor wax containing rubber solvents also soaps containing oils and free caustic. With each installation of Stedman Floor we furnish definite but simple information which if carefully followed will yield dividends in floor service.

**Dimensions.** Sizes of Square Tile are from  $4\frac{3}{32}$ " x  $4\frac{3}{32}$ " to  $20\frac{1}{2}$ " x  $20\frac{1}{2}$ ".

Sizes of Rectangular Tile are from  $5\frac{1}{8}$ " x  $10\frac{1}{4}$ " to  $20\frac{1}{2}$ " x 41".

Thickness— $\frac{3}{16}$ ";  $\frac{1}{4}$ ";  $\frac{3}{8}$ ";  $\frac{1}{2}$ ".

Borders—Cut to proportionate widths and lengths.

Desk, Counter, and Table Tops are furnished in sizes up to 15' 10" x 41".

**Quotations.** Samples, designs and literature are readily obtainable from our established agencies or by writing us direct.

**STEDMAN PRODUCTS COMPANY**  
SOUTH BRAINTREE, MASSACHUSETTS





**Dining Room, Miami Beach Residence  
of J. B. Ford, Esq., of Detroit**

Large squares of Black White and White Black with a simple border treatment in two widths of the same types. Architect: August Geiger, A.I.A., Miami, Fla.

Two floors of Stedman Reinforced Rubber Tile, each attractive and appropriate. In the dining room it simulates large blocks of Italian Marble, while in the office it provides comfort, silence and long wear.

**Office of Robert Dollar Steamship Line, Inc.  
San Francisco, California**

A simple and attractive floor of large squares of Buff Black laid with alternating grain and a border of Black Gold. This pattern was chosen for its pleasing and unobtrusive effect.







**Beauty Parlor, Famous Barr Store,  
St. Louis, Mo.**

This main entrance and waiting room would lose much of its unique charm if the floor were plain—or even conventional in its pattern. Random tile and random color complete the ensemble with the perfect floor. (See design No. 19.)



There is no limitation in the application of Stedman Tile to various architectural technics. These two photographs show the wide latitude permitted by the assortment of geometric tile shapes and splendid color range offered by Stedman. The fact that on occasion the material can be cut to any desired shape makes its scope unlimited in this new field.

**Private Dining Room, Cincinnati Chamber  
of Commerce**

Another example of how a Stedman Floor can be made to complement the architectural beauty and design of a room. Large rectangles of O. S. Red are set off by small squares and border of Black Gold Paisley.



# STEDMAN • FIBRE • REINFORCED • RUBBER • TILE



## General Office, W. B. Forshay Co. San Francisco, California

In this basket weave design note how admirably the atmosphere of dignity in this area is completed by Napoleon Grey rectangulars, squares of Walnut Paisley and border of Verde Antique.

*Utility* with enduring beauty are exemplified in these two installations. The definite resilience of Stedman Tile, its smooth yet foot-sure surface, makes it an ideal material for all floors. These same qualities eliminate floor noise and fatigue in business offices, hospital corridors, rooms and wards, and have led to its wide use in such establishments.



**Corridor, Albert Billings Memorial Hospital,**  
at the University of Chicago. Rectangles of Grey Green Paisley laid ashlar with the grain running properly in the direction of traffic. The border is Grey Walnut Gold.



# STEDMAN ACCESSORIES

## OF REINFORCED RUBBER

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Laboratory research at the Stedman factory has led to the adaptation of Reinforced Rubber as a covering material for new and used furniture such as desks, tables, counters, dressers, tops of refrigerators, enameled sinks, and similar objects. Its resilience, durability, silence and beauty make it highly desirable upon surfaces that are punished by unusually hard wear. Reinforced Rubber on tables, sink drains, and refrigerator tops prevents the chipping of china, glassware and protects enameled surfaces. On desks and counters it supplies a smooth, attractive, and noiseless working surface. The widespread use of Stedman Reinforced Rubber along these lines has led to the production of many special accessories, the outstanding of which are listed below.

MOULDED TABLE TOPS  
TEA TABLE TOPS  
FLAT TABLE TOPS  
SCHOOL DESK TOPS  
REFRIGERATOR TOPS  
COUNTER TOPS  
DESK TOPS

ASH TRAYS  
FLOWER POT TRAYS  
FLOWER VASES  
PUSH PLATES AND KICK PLATES  
HOUSEHOLD DRAIN MATS  
INSTITUTIONAL DRAIN MATS  
BED BUMPERS

We will be glad to send you a special bulletin describing these accessories in detail.

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STEDMAN PRODUCTS COMPANY  
SOUTH BRAINTREE - MASSACHUSETTS

*Nation wide distribution through Branches, Agencies and Accessories Supply Houses*







A. I. A. FILE NUMBER 23C

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